

## Self-Help for North Carolinians: The Right Pamphlet

by *Barbara S. Akinwale*

As information providers, we are acutely aware that many of our library users rely heavily on pamphlets and other ephemera offering timely advice and assistance on a wide range of social issues. In many cases, the right self-help pamphlet, with the right address and telephone number, just might be the answer to a plea for help. Some of these pamphlets are made available via agencies that voluntarily send them to libraries; others have to be requested. Six such pamphlets were randomly selected for review from a display in a Wake County Public Libraries branch. Five of the six are locally published and represent Raleigh and Wake County-based organizations, one of which is affiliated with an international organization. The sixth is produced by a national organization. All are helpful and relevant for North Carolinians.

Librarians should obtain and preserve self-help materials produced in their own particular locales. Library patrons need self-help pamphlets in the present, but keep in mind also that today's ephemera will serve a need in the future; the information they contain will be of interest to local historians. Self-help pamphlets document the responses of North Carolina communities and libraries to social issues.

**La Leche League** [pamphlet]. [Raleigh, NC]: La Leche League of Wake County, 1993. 6 sides.

The cover of this pamphlet depicts the silhouette of a mother tenderly caressing her newborn infant. Background information is given first to acquaint the reader with the La Leche League, an international organization of volunteers who support breast-feeding mothers. League volunteers visit libraries, pediatricians' and other doctors' offices, and places that women frequent, where they leave twenty or more pamphlets. Follow-up visits are made periodically to determine the quantity needed to satisfy the demands at each location. Specific topics addressed by the League are listed in the pamphlet in addition to the announcement of conferences. Meeting dates, places, and times for League meetings all reflect the sensitivity of the planners to the hectic schedules of working parents and parents-to-be. Prominently displayed on the back cover of the pamphlet is an advertisement for the company that provided funding for its printing — what else, but a diaper

service! For more information about the League, individuals can telephone one of several Wake County numbers listed on the back cover of the pamphlet.

### **Nursing Mothers of Raleigh: Mothers Sharing With Others**

[pamphlet]. Raleigh, NC: Nursing Mothers of Raleigh, [1993]. 6 sides.

Like the La Leche League, Nursing Mothers of Raleigh offers support and assistance to women who want to nurse their babies. This is a Raleigh-based group made up of former members of the La Leche League, who formed a separate group because of philosophical differences. While the League is more diversified in the services it offers, Nursing Mothers is just that, a group of experienced mothers who share a mission to educate new mothers. The purpose and meeting times and dates of Nursing Mothers are included, along with a list of experienced mothers with their telephone numbers. A special feature of this pamphlet is a chart of "signs to look for." Pamphlets are mailed to library information and referral departments after permission is

received from library administrators.

### **Successful Stepfamilies, A Support Group for Stepfamilies**

[pamphlet]. Raleigh, NC: Successful Stepfamilies, [1993]. 6 sides. Contact: Successful Stepfamilies, P. O. Box 97171, Raleigh, NC 27614. Telephone: (919) 676-7768.

This is a very timely brochure, especially considering the increase in the number of stepfamilies in America as documented within the last ten years. Members of stepfamilies meet at a local church in the Raleigh/Wake County area on the first and third Tuesdays of each month to talk among and about themselves. The group was formed by a husband and wife team with special needs — needs that were not being met through conventional family support group activities. The goals of this organization are explained carefully in the pamphlet, which also includes a list of additional resources for stepfamilies with telephone numbers of local contacts. The pamphlets are placed in libraries only after permission is granted by library administrators.

\**La•gniappe* (län-yäp', län' yäp') n. An extra or unexpected gift or benefit. [Louisiana French]

### ***Quit Smoking, A Resource Guide***

[pamphlet]. Raleigh, NC: ASSIST Wake to Health/COMMIT to a Healthier Raleigh, [1992]. 8 sides. Telephone: (919) 250-4555 (Wake County Department of Health).

Although the smoking issue is still quite controversial, this pamphlet describes numerous agencies that are prepared to help you quit smoking. This four-part pamphlet gives the agency locations, program descriptions, and cost for services provided in the first three sections. The fourth section details the benefits of giving up smoking. As an added incentive, the pamphlet tells how to secure other self-help materials and how to contact private practitioners for individualized consultation. The locally based organization responsible for this informative pamphlet is Project ASSIST (Americans Stop Smoking Intervention Study), a seven-year prevention project, formed in partnership with the Wake County Health Department, to study and prevent tobacco use. One of the Project's staff members had contacted the administrative office of the Wake County Public Libraries to request permission to place the pamphlets in branches throughout Wake County.

### ***Services That Strengthen Families and Their Members***

Raleigh, NC: Family Services Center, [1993]. 6 sides. Contact: Family Services Center, 401 Hillsborough St., Raleigh, NC 27603. Telephone: (919) 821-0790.

This publication is produced by a local Family Services Center, a private, non-profit United Way agency serving the Raleigh/Wake County area. Domestic, educational, and economic assistance providers are highlighted in succinct, but informative paragraphs which denote the purpose of each organization, the rationale for its existence, and fee-based services it provides. The services of this organization can be beneficial to every family member in both crisis and non-crisis situations. Copies of this pamphlet are distributed routinely to public agencies, including libraries, in the service area.

### ***African Americans Saving African Americans***

[pamphlet]. Minneapolis, MN: National Marrow Donor Program, [1992]. 6 sides. Contact: National Marrow Donor Program, 3433 Broadway St. NE, Suite 400, Minneapolis, MN 55413. Telephone: 1-800-654-1247.

This nationally distributed pamphlet is informative and very openly addresses a critical need—the need for more African Americans to become marrow donors. It is well written and timely, detailing the who, why, what, and how of the National Marrow Donor Program. Other special pamphlets are published for Spanish-, Chinese-, and Korean-speaking patrons. To receive these pamphlets, libraries must contact the National Program office. Libraries usually base their orders on the demand for this type of information in their particular locales.

#### **Nominations are being accepted for:**

##### ***OUTSTANDING SOUTHEASTERN LIBRARY PROGRAM AWARD***

Contact: Joanne Lincoln, Chair  
Atlanta Public Schools  
2930 Forrest Hill Dr. SW  
Atlanta, GA 30315

##### ***ROTHROCK AWARD***

Contact: Glenda S. Neely  
Ekstrom Library  
University of Louisville  
Louisville, KY 40292

## **VTLS INC.'S GOOD NEIGHBOR POLICY:**

*To offer exceptional*

**V**ision

**T**eamwork

**L**eadership

**S**ervice

***in library automation to libraries next door  
as well as across the country and around the world.  
At VTLS, we believe good neighbors make good partners.***



VTLS Inc., 1800 Kraft Drive, Blacksburg, VA 24060 • Tel: 800-468-8857 • Fax: 703-231-3648